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Canadian Broadcasting Corporation
Société Radio-Canada

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FOR IMMEDIATE RELEASE

Ottawa -- A revised version of CBC's JOURNALISTIC POLICY is now available for purchase.

JOURNALISTIC POLICY describes and outlines all policies under which CBC news and public affairs professionals seek to meet the expectations and obligations which face broadcast journalism.

Foremost among the CBC's many fine services to Canadians are its radio and television information programs. Day in day out, for more than 50 years, news and current affairs programs and prize-winning documentaries have been the backbone of Canada's national broadcasting service and one of the mainstays of the CBC's enviable reputation at home and abroad. The CBC is the first choice of Canadians for broadcast journalism.

Such a reputation does not come by accident. It is the result of strict standards governing electronic journalism. The CBC's JOURNALISTIC POLICY is already the most demanding in Canada and perhaps of any broadcasting organization.

In this area, however, as in many others, nothing is permanent and changes must be made to reflect new realities. The Corporation has just made such changes thoroughly updating its JOURNALISTIC POLICY. This revision has been approved by CBC's Board of Directors.



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Copies of the revised JOURNALISTIC POLICY may be purchased
for \$9.95 from:

FOR INSTITUTIONS ONLY:

By writing to:

Canadian Book Marketing Group
78 Sullivan Street
Toronto, Ontario
M5T 1C1
Tel.: (416) 977-1230
Fax #: (416) 593-7497

University of Toronto Press
5201 Dufferin Street
Downsview, Ontario
M3H 5T8
Tel.: (416) 667-7791
Fax #: (416) 667-7832

FOR THE GENERAL PUBLIC:

By writing to:

CBC Enterprises
P.O. Box 6440, Station A
Montreal, Quebec
H3C 3L4
Tel.: (514) 597-7839
Fax #: (514) 597-7862

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Contact: Richard Chambers
Director, Public Relations
Head Office

(613) 738-6779



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